

# M/WBE Talk

**One Ashburton Place, Room 1017, Boston, MA**

**SUMMER 2008**

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## The Director's Corner— Commonwealth's Affirmative Market Program Receives National Recognition

Congratulations to the Commonwealth of Massachusetts Affirmative Market Program (AMP) for being recognized as having the "best practice" and for being selected the Mentor State in the Insight Center for Community Economic Development's (formerly the National Economic Development & Law Center) 2008 State to State Peer Match Program.

The idea for the State Peer Match Program, hereafter referred to as the Program, began in late 2006 when Insight began researching what each of the 50 states were doing related to minority- and women-business development and procurement. It

became clear that states wanted to know which other states they could be communicating with and emulating regarding different aspects of their program. Insight began to identify best practice states for various program aspects and referring other states to those programs. As a next step, Insight moved beyond referral to more intensive assistance by initiating the state to state peer match program.

As a result, the Massa-



**Massachusetts to Missouri Mentoring Initiative Team – May 15, 2008**

chusetts AMP has been acknowledged by the Program to have the "best practice" for generating bipartisan support; for the way that AMP trains and works with various state agencies, for the level of participation by the M/WBE community in the

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### Upcoming Events...

- AMP Basic Procurement Workshop, July 24th and Aug.28, at 1 Ashburton Place, Boston
- AMP Plan Workshop, July 29 and 30, at 1 Ashburton Place, Boston
- FY09 AMP Kickoff/Networking Event, Tues., September 16 at the Mass. State House, Great Hall
- AMP Intermediate Vendor Training, October 9, 2008 at MEMA, Rt. 9, Framingham
- AMP Legislative Breakfast— November 18 at the Mass. State House, Great Hall

For Details on these and other upcoming events, visit [www.mass.gov/amp](http://www.mass.gov/amp) and click on the AMP Program Services page.

## From the Advisory Board— You Can Be "In the Spotlight" – Michael Kaye, (WBE) AMP Board

You have the OPPORTUNITY to submit your story to be included in the third edition of, "In the Spotlight", Successful Case Histories of Minority and Women Enterprises. The first edition highlighted eight certified M/WBEs sharing their experiences, how they served the Com-

monwealth, built their businesses, employed people and helped others. The third edition will include both certified M/WBE's and also AMP Department Coordinators, OSD Contract Managers and other procurement officials. In addition to including new vendor sto-

ries in this year's book, we thought it would also be a great occasion to include stories from state departments and their procurement managers who are at the front lines for meeting our program objectives. We thought that there are a lot of success stories to share

(See "From the Board" cont. on page 6.)

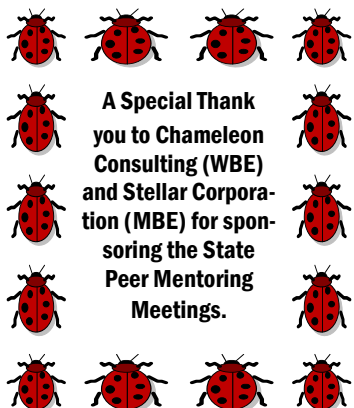


**The AMP Advisory Board strategic meeting with Missouri representatives.**



*"Excellent handouts!!! Excellent resource tools used for training. Very nicely done explaining the different types of business relationships good refresher for me. Session very well put together."*

### - Recent AMP Plan Training Participant



**A Special Thank you to Chameleon Consulting (WBE) and Stellar Corporation (MBE) for sponsoring the State Peer Mentoring Meetings.**

AMP Program; as well as for the mentor protégé program, an AMP Board initiative which is one of the oldest, largest, and most consistent mentor-protégé programs in the United States. Due to this nationwide recognition of the Massachusetts AMP mentoring program, Patricia Vacca, a member of the AMP Board has been invited to speak in Kansas City at the National Convening of State Minority and Women Business Development Agencies sponsored by Insight Center for Community Development.

On May 15th and 16th, staff members from the Missouri Office of Supplier & Workforce Diversity, Director Angel McCormick Franks and Assistant Director Roxana Flores, along with Program Managers from the Insight Center for Community Economic Development, Tim Lohrentz and Melissa Ramos, visited with the Affirmative Market Program to learn about AMP business practice. Other attendees included OSD Senior Staff, Executive Office for Administration and Finance Assistant Secretary for Access and Opportunity, protégé participants and AMP Board members.

At that meeting, the State of Missouri identified their challenges which include their own

local political climate, the reluctance of their vendors to give back to the community, negative experiences of some of their vendors with the procurement system, constant changes in leadership and personnel at the Diversity Office, and the

sent by AMP Deputy Director Gladymar Parziale.

In addition, the Missouri Team met with the AMP Advisory Board to understand their role as board members and the initiatives and best practices they have implemented in order to



**Missouri representatives work with Massachusetts peers during the State Peer Match Program.**

lack of vendor and procurement training practices. This first state peer match meeting with AMP began to address these issues. Several recommendations were made, which the Missouri team will take back and proceed to implement, in order to begin to enhance their own diversity program.

Also, as part of that state to state peer match meeting, the Missouri team was given an overview of the AMP and its outreach and vendor trainings by AMP Executive Director Monsi Quinones. They also observed the AMP Training for Departments workshop pre-

make the AMP successful in the Commonwealth.

A follow up visit by staff of the AMP and a member of the AMP Advisory Board to Missouri is planned to continue the cooperative effort of the state peer match program. The Affirmative Market Program is honored to play such an important role in this Program and looks forward to helping the State of Missouri as they improve opportunities for minority and women-owned businesses within their state.

Congratulations to all AMP Participants for your excellent work.

## Contract Management for AMP Commitments –

Gladymar Parziale, Deputy Director

On May 29<sup>th</sup> AMP hosted the first Contract Management for AMP Commitment training for fiscal officers, procurement staff and AMP coordinators. During this training we explore in depth the process to ensure AMP plan commitments are met once the contract is awarded.

The two hour workshop covers best practices on:

- Maximizing BAFO (Best and Final Offer) Approaches
- Tracking AMP Plan Commit-

ments

- Addressing Compliance Issues
- Executing Compliance Remedies

We also reviewed several case studies and discuss as a group best practices in dealing with compliance concerns.

Trish Callahan from the North Shore Community College was among the attendees. She has expressed interest in increasing M/WBE par-

ticipation in the school's procurement process. As this is an increasing trend that we have seen with schools and municipalities, we have opened this training for department to all public entities with similar objectives. If you are interested in attending this training, please contact the AMP Help Desk at 617-720-3359 or go to the Program Services page on our program's website at [www.mass.gov/amp](http://www.mass.gov/amp).



## Flex Options in the Workplace –

Jacqueline Cooke, Regional Administrator, U.S. Department of Labor

The goal of the Flex-Options project is to help businesses and non profit community organizations create or enhance workplace flexibility policies and programs for their workforces. The program brings together businesses and nonprofit organizations who volunteer to mentor those interested in developing flexible workplace policies and programs. When employers redesign work and

implement flexible work options, employees are better able to manage work and life responsibilities.

Businesses and nonprofits realize positive bottom line impacts as well. The Women's Bureau holds teleconferences focusing on important flexible work arrangement issues such as trends in workplace flexibility, challenges to flexible work arrangements, job sharing,

legal issues, and best practices. The program features bi-monthly conference calls. Additional information is available on the Flex-Options Web site at [www.we-inc.org](http://www.we-inc.org)

Contact: Jacqueline Cooke, [cooke.jacqueline@dol.gov](mailto:cooke.jacqueline@dol.gov), Region I (Boston) 617-565-1988 and/or Angela M. Rizzolo, [rizzolo.angela@dol.gov](mailto:rizzolo.angela@dol.gov), (Boston) 617-565-1988

*“AMP has provided us with guidance, leads, tips on new projects, and a general feeling of compassion for our success. Thanks for the help!”*

**- Daniel Goldman**  
**Decision Distribution (MBE)**

## Wi\$e Up: A Financial Management Tool –

Angela Rizzolo, Program Analyst, U.S. Department of Labor

Wi\$e Up is a financial education demonstration project targeted to Generation X and Y individuals, ages 17-47. The program is open to all. The centerpiece of the program is an eight-module curriculum offered online, as well as in a classroom setting, in educational institutions, community based and other organizations. In the online program, the curriculum is com-

plemented by an “Ask the Experts” feature, which permits participants to send questions by e-mail to volunteers with financial expertise. Another feature available to participants in both the online and classroom-based versions is a series of bi-monthly one-hour teleconference calls with featured speakers and a question and answer session. Participants and experts (mentors) are re-

cruited by local organizations who partner with the Women's Bureau. Please visit the Wi\$e Up Web site at [www.wiseupwomen.org](http://www.wiseupwomen.org)

Individuals may sign up by contacting either Jacqueline Cooke, [cooke.jacqueline@dol.gov](mailto:cooke.jacqueline@dol.gov), Region I (Boston) 617-565-1988 and/or Angela M. Rizzolo, [rizzolo.angela@dol.gov](mailto:rizzolo.angela@dol.gov), (Boston) 617-565-1988

### M/WBE Wi\$e Up Money Skills Workshop Series

- **August 14, 2008**
- **November 6, 2008**
- **March 12, 2009**

**Workshop Series sponsored by AMP and U.S. Department of Labor Women's Bureau**

## Everyone is Looking at AMP Including the Massachusetts Legislature and Other States—Janet Santa Anna, (WBE) AMP Board



*"This course gave me an excellent overview and a very good understanding of the Affirmative Market Program."*

**- Recent AMP Vendor Basic Training Participant**

As many of you know the Affirmative Market Program's (AMP) Business Advisory Board (BAB) has been reaching out to the Legislature to help advance the AMP. Our goal is to communicate the important role the AMP plays in assisting the Minority and Women owned businesses community gain access and opportunity to do business with the Commonwealth. We asked the Legislature for their help and support to get a budget line approved to help AMP continue its important work. The good news is our Legislators recognized the need to promote equality for MWBE's with regard to the Commonwealth's procurement system and the AMP was funded in FY08 and will receive continued funding in FY09.

Many of our State Senators and State Representatives also participate in our Annual Legislative Breakfast to show their support and to acknowledge the accomplishments of the MWBE community and the significant contribution these small businesses make in the

Massachusetts economy.

The AMP has gained the support and attention of the Legislature because of its success in helping minority and women owned businesses in every district throughout the Commonwealth learn how to do business with the State. The AMP offers training, networking, a dedicated help line and a mentoring program for all state certified women and minority owned businesses. The AMP tracks and provides reports to show how many MWBE's obtained contracts with the Commonwealth.

The Legislature is not the only one looking favorably at the AMP; recently the AMP was called upon to present in a National Webinar with 30 other states participating. Pat Vacca, of the BAB and Monsi Quinones were more than happy to participate. Monsi said, "I am thrilled that the Massachusetts Affirmative Market Program is being looked at by other states as a model for best practices in working with MWBE's within a state's program."

The webinar participants were also very interested in learning more about the AMP's mentoring program. Pat Vacca, of NEOS took the lead on developing the mentoring program about four years ago and was proud to be called upon to share how it works and how it has evolved.

Since the webinar, the AMP has gained even more recognition from other states and is currently working with the state of Missouri to help them develop their program. Keep in mind that although the Massachusetts AMP is a model program, there is still a lot of work to be done in our state and every state to help advance equality in procurements within each state's procurement system. It is important that programs like the AMP continue to look at how much is spent on goods, services, construction and design and create more opportunities for minority or women owned businesses. *Congratulations for all AMP Participants for your excellent work."*

## SAVE THE DATE! Sept. 16—Annual AMP '09 Kick-off

The annual Affirmative Market Program "Meet the Vendor" FY09 Kick-off event for developing M/WBE Partnerships is scheduled for September 16, 2008 at the Massachusetts State House Great Hall in Boston.

At the 2007 Kick-off event, we had over 400 attendees. Special recognition awards were given out to De-

partments and their AMP Coordinators for outstanding performance, and we will be giving out more awards at this year's kick-off event as well.

For M/WBE Vendors, this is your best opportunity to meet and market your business to the Commonwealth AMP Coordinators, OSD Procurement Management Team Leaders/Directors, and Prime Contractors on Statewide contracts

who are looking for partnerships early in the Fiscal Year. For all State entities, this is a premier opportunity to meet with State-certified vendors.

For registration and more information about this event, you can go to [www.mass.gov/amp](http://www.mass.gov/amp) and click on the **Affirmative Market Program Services** link. - We hope to see you in September.

## Message from SOMWBA - Edith A. Silva, Executive Director

On behalf of myself and my staff, I thank Monsi and AMP for this opportunity to share with you the innovative work the State Office of Minority and Women Business Assistance has done for the business community of the Commonwealth which we serve. Since taking over as Executive Director in June of 2007, I have worked to revitalize and refocus the Agency's efforts to deliver on the Governor's mandate of open and transparent government across the whole of the state.

In reflecting on the achievements of the Agency over the past year, I would like to share with you the founding value of **economic diversity** that guides the Agency's renewed focus. We no longer evaluate a company based solely on the race or gender of its principals but rather strive to create a portfolio of companies ready, willing, and able to do business within the Commonwealth. We seek to expand a diverse business portfolio that reflects the cities and towns across the state; companies that cover a wide spectrum of industries, and businesses of varying size and the capacity to compete.

The vision of economic diversity led the Agency to create a business development program in which we proactively source businesses for participation in our programs. By actively seeking out prospective clients, we target gaps in our portfolio and locate businesses that meet a recurring need in the state's procurement system. More importantly, however, we open the doors of government to businesses from across the Commonwealth and invite them to enter and compete for business thereby increasing the capacity of business providers and bid submissions for engagement.

Delivering on the promise of economic diversity requires building economies of scale and expanding the market share for the businesses involved. Over the coming months, we will launch new programs for connecting our client portfolio to both public and private sector business opportunities and advisory services.

I again thank AMP for this opportunity and look forward to working with you all in the coming months to expand the "access and opportunity" of government to all who call Massachusetts home.



*"As a SOMWBA business we've really enjoyed the AMP program, especially this year as it seems we are getting so many more calls (for AMP partnering opportunities). Great job guys!"*

**Laura E. Noonan**  
**President**  
::play::  
(WBE)

## AMP Outreach—Maria Gonzalez, Business Coordinator

### AMP Vendor Basic Procurement workshop

From January 2008 to June 2008, 61 vendors have attended the AMP Basic Procurement Workshops. The majority of the participating vendors were newly certified by SOMWBA, however, those that qualified to become SOMWBA certified left the training with the mind set goal of becoming certified.

Our Business Coordinator, Maria Gonzalez recently visited the Brockton Chamber of Commerce and the New Bedford Chamber of Commerce where a combined total of 25 small business owners took advantage of this training program.

Action for Boston Community Development, Inc a non-

profit agency that provides services to residents of the Boston area invited AMP to conduct the AMP Basic Procurement Workshop for 31 of their newest entrepreneurs.

Ms. Gonzalez also visited as part of the Pathways to Procurement team the towns of Duxbury and Shrewsbury where she shared with a combined total of 41 small business owners information about the Affirmative Market Program.

Upcoming workshop dates:  
July 24<sup>th</sup> & August 28<sup>th</sup>.

### How to Submit an Effective AMP Plan Workshop

As of today 92 certified and non-certified businesses have taken advantage of this workshop.

Upcoming workshop dates: July

29<sup>th</sup>, July 30<sup>th</sup> and August 6<sup>th</sup>. For more information about any of the AMP Vendor workshops please visit us at [www.mass.gov/amp](http://www.mass.gov/amp) or call the AMP Help Desk at 617/720-



**AMP Vendor Basic Training at New Bedford Chamber of Commerce, June 2008.**



Monserate Quinones  
Executive Director

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*"Opening Doors and  
Creating Opportunities  
for Minority and Women-  
Owned Businesses."*



## AMP

### Sponsors Needed

The AMP hosts several events during the year and is always looking for sponsors. If your company would like to provide a sponsorship and be recognized in our marketing materials, please contact Monsi Quinones at 617-720-3359 or at [amp@state.ma.us](mailto:amp@state.ma.us).

Thank you.

## Governor launches Access and Opportunities Effort Appoints Ron Marlow as Assistant Secretary within ANF

On May 1, 2008, Governor Patrick launched the Access and Opportunity effort by approving the appointment of Ron Marlow to serve as Assistant Secretary for Access and Opportunity in the Executive Office for Administration and Finance. In a press release announcing the effort, Governor Patrick indicated: "By helping to ensure that rights, protections, privileges and responsibilities of citizenship are accessible to all whom live here, this effort will help us to continue to build a better Commonwealth."

Access and Opportunities is about organizing state government to identify, understand, and act upon the structural impediments, which inhibit the equitable inclusion of individuals within the fabric of the state's social and economic mainstream. It is about opening doors and removing barriers. Access and Opportunities encompasses three primary areas of operations. First, it is about working to ensure that minority and women business enterprises (MBEs/WBEs) have an equal opportunity to compete for state contracts. Second, it is about working to ensure that all individuals, no matter their race, gender, ethnicity, sexual orientation or disability, are afforded an equal opportunity to work for and engage state government. Finally, it is about identifying

existing state programs, activities and/or policies that have the unintended effect of limiting or undermining individual efforts relative to social and economic mainstreaming. Where barriers exist, specific policy recommendations will be developed for consideration.

Reflecting on his appointment Assistant Secretary Marlow offered the following remarks: "I am honored that Secretary Kirwan has appointed me to serve the residents of the Commonwealth in this important effort. It is my goal to maximize both procurement and personnel opportunities; be vigilant where questions and concerns regarding non-discrimination and equal opportunity are raised; and, accept that responsibility for coordination of effort will rest with me."

The first action taken by Marlow was to bring together staff of SOMWBA, OSD and AMP to identify ways to improve coordination of effort and enhance collaboration. An immediate outcome of this effort has

been establishing a goal of increasing the use of MBE and WBE firms by 20% in FY09 (July 1, 2008 – June 30, 2009). In order to accomplish this objective, "we will have to enhance

the ways in which we work with MBE and WBE firms, and we will need to review and refine our internal policies and procedures to ensure that they are consistent with the goal of ensuring equal opportunity, said Marlow. In an era of scarce resources, taxpayer expectations demand that we spend

each state dollar as wisely as possible. This "mandate" has forced the state to think about ways to be increasingly efficient in its operations. Marlow, while mindful of the need to be efficient also speaks of the need to create balance between the objective of efficiency and the goal of equal opportunity. When asked about this balancing act, Marlow simply responded with "equity of opportunity is not the enemy of efficiency, it is the promise of democratic governance."

***"Equity of  
opportunity is not  
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governance."***

**- Ronald G.  
Marlow**

Assistant Secretary for  
Access and Opportunity in  
the Executive Office for  
Administration and Finance.

## From the Board (Continued from page 1.)

in their experiences working with M/WBEs.

This third edition of "In The Spotlight", will be presented at the FY09 Kick-Off "Meet The Vendor" event at the Massachusetts State house, Great Hall on September 16, 2008. This event is the largest program network-

ing opportunity of the year. To receive an easy to use form to submit your story, please send an email to [amp@state.ma.us](mailto:amp@state.ma.us) requesting a form for "In The Spotlight". If you have other questions, you may contact Monserrate Quinones, Ex-

ecutive Director – Affirmative Market Program at 617-720-3149 or the AMP Staff at 617-720-3359. If you need any other assistance, please feel free to contact Michael Kaye at, [Michael@TheBusinessCoach.Biz](mailto:Michael@TheBusinessCoach.Biz).